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maintain information on the reasons that
each targeted action was taken in the monitoring record.

REMARKS

Objection to the Drawings

The Examiner has objected to the inclusion of reference numeral 58 in the drawings for failing to comply with 37 C.F.R. § 1.84(p)(5). Applicants respectfully point out that a description of reference numeral 58 may be found at page 12, line 22 of the specification. Accordingly, Applicants respectfully request that this objection be withdrawn.

Claim Rejections Under § 112

The Examiner has rejected claims 9, 15, 54, 60, 131 and 137 under 35 U.S.C. § 112, ¶ 2. These claims have been cancelled, thus obviating this rejection.

Allowable Claims

In the Office Action, claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182 and 183 were indicated to be allowable if rewritten in independent form including the

limitations of the base claim and any intervening claims.

This has been done as follows:

Claims 103 and 104 have been rewritten in independent form, each incorporating the features of claims 99 and 100.

Claims 109 and 110 have been rewritten in independent form, each incorporating the features of claims 105 and 106.

Claims 115 and 116 have been rewritten in independent form, each incorporating the features of claims 111 and 112.

Claims 121 and 122 have been rewritten in independent form, each incorporating the features of claims 117 and 118.

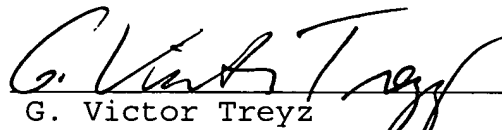
Claims 176 and 177 have been rewritten in independent form, each incorporating the features of claim 172.

Claims 182 and 183 have been rewritten in independent form, each incorporating the features of claim 178.

The amendments to claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182 and 183 place these claims in

condition for allowance. The remaining claims have been cancelled. Reconsideration of the application and allowance of the claims are respectfully requested.

Respectfully submitted,



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APPENDIX TO REPLY TO OCTOBER 4, 2002 OFFICE ACTION

This Appendix presents the amendments that have been made to the specification and the claims in bracket-and-underline format.

Claims 1-102, 105-108, 111-114, 117-120, 123-175 and 178-181 have been cancelled.

Claims 103, 104, 109, 110, 115, 116, 121, 122, 176, 177, 182 and 183 have been amended as follows:

103. [The system defined in claim 100] A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests with the program guide; and

means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed to a central facility; and
means for maintaining a monitoring record containing information on which advertisements are displayed, wherein the means for maintaining the monitoring record further comprises means for maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

104. [The system defined in claim 100] A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for displaying targeted advertising based on the user's interests with the program guide; and

means for monitoring which advertisements are displayed by the program guide;

means for transmitting information on which advertisements are displayed to a central facility; and

means for maintaining a monitoring record
containing information on which advertisements are
displayed, wherein the means for maintaining the monitoring
record further comprises means for maintaining information
on the reasons that each targeted advertisement was
displayed by the program guide in the monitoring record.

109. [The method defined in claim 106] A method
for using an interactive television program guide
implemented on user television equipment to monitor the
effectiveness of targeted advertising, comprising the steps
of:

monitoring a user's interactions with the
interactive television program guide to determine the
user's interests;

displaying targeted advertising based on the
user's interests with the program guide;

monitoring which advertisements are
displayed by the program guide;

transmitting information on which
advertisements are displayed to a central facility; and

maintaining a monitoring record containing information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

110. [The method defined in claim 106] A method for using an interactive television program guide implemented on user television equipment to monitor the effectiveness of targeted advertising, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

displaying targeted advertising based on the user's interests with the program guide;

monitoring which advertisements are displayed by the program guide;

transmitting information on which advertisements are displayed to a central facility; and

maintaining a monitoring record containing information on which advertisements are displayed, wherein the step of maintaining the monitoring record further comprises the step of maintaining information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

115. [The system defined in claim 112] A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide to a central facility; and

means for maintaining a monitoring record containing information on which targeted actions are taken

in the program guide, wherein the means for maintaining the monitoring record further comprises means for maintaining in the monitoring record information on the location in the program guide in which each targeted action is taken.

116. [The system defined in claim 112] A system in which an interactive television program guide is implemented on user television equipment, comprising:

means for monitoring a user's interactions with the interactive television program guide to determine the user's interests;

means for taking targeted actions in the program guide based on the user's interests;

means for monitoring which targeted actions are taken by the program guide;

means for transmitting information on which targeted actions are taken by the program guide to a central facility; and

means for maintaining a monitoring record containing information on which targeted actions are taken in the program guide, wherein the means for maintaining the monitoring record further comprises means for maintaining

information on the reasons that each targeted action was taken in the monitoring record.

121. [The method defined in claim 118] A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken to a central facility; and

maintaining a monitoring record containing information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of maintaining information in the monitoring record on the location in the program guide in which each targeted action is taken.

122. [The method defined in claim 118] A method for using an interactive television program guide implemented on user television equipment, comprising the steps of:

monitoring a user's interactions with the interactive television program guide to determine the user's interests;

taking targeted actions in the program guide based on the user's interests;

monitoring which targeted actions are taken in the program guide based on the user's interest;

transmitting information on which targeted actions are taken to a central facility; and

maintaining a monitoring record containing information on which targeted actions are taken, wherein the step of maintaining the monitoring record further comprises the step of maintaining information in the monitoring record on the reasons that each targeted action was taken in the program guide.

176. [The system defined in claim 172 wherein said user television equipment is further configured to] A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the user's interests with the program guide;

monitor which advertisements are displayed by the program guide;

transmit information on which advertisements are displayed to a central facility, and

maintain information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

177. [The system defined in claim 172 wherein said user television equipment is further configured to] A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the
user's interests with the program guide;

monitor which advertisements are displayed
by the program guide;

transmit information on which advertisements
are displayed to a central facility, and

maintain information on the reasons that
each targeted advertisement was displayed by the program
guide in the monitoring record.

182. [The system defined in claim 178 wherein
said user television equipment is further configured to] A
system, comprising user television equipment configured to:

monitor a user's interactions with an
interactive television program guide to determine the
user's interests;

take targeted actions in the program guide
based on the user's interests;

monitor which targeted actions are taken by
the program guide;

transmit information on which targeted
actions are taken by the program guide to a central
facility; and

maintain in the monitoring record
information on the location in the program guide in which
each targeted action is taken.

183. [The system defined in claim 178 wherein
said user television equipment is further configured to] A
system, comprising user television equipment configured to:

monitor a user's interactions with an
interactive television program guide to determine the
user's interests;

take targeted actions in the program guide
based on the user's interests;

monitor which targeted actions are taken by
the program guide;

transmit information on which targeted
actions are taken by the program guide to a central
facility; and

maintain information on the reasons that
each targeted action was taken in the monitoring record.